

# ABSTRACT

The present invention is characterized in that the PDP drive means makes correction so as to decrease the emission intensity of green or to increase the emission intensity of blue as the display load factor increases compared with the case when the display load factor is lower. Or, the PDP drive means makes correction so as to increase the emission intensity of green or to decrease the emission intensity of blue as the display load factor decreases compared with the case when the display load factor is higher. Such a correction is effective when the monochromatic emission luminance of the fluorescent substance has such a saturation characteristic that the decrease in green is greater than blue as the emission frequency increases. Therefore, when the saturation characteristic is the opposite in terms of the relationship between green and blue, the increase/decrease of the emission intensity in the above correction must be the opposite.